

December 11, 2006

City of Milpitas Street Banner & Airport Signage Program Sends a Warm 'Welcome to Milpitas'

The City of Milpitas is taking the lead to brand Milpitas as the place to 'Live & Work', 'Stop & Shop', 'Stay & Play', and 'Meet & Greet'. These slogans will be publicized with continuing promotion and public relations program, including the introduction of "Welcome to Milpitas" airport signs and a new expanded street banner program. The airport signs will position Milpitas as a welcoming, international city ideal for families and business. The "Welcome to Milpitas" campaign intends to attract economic activity to Milpitas from visitors, fun-seekers, shoppers, homebuyers, and business owners and employees.

The 'Welcome to Milpitas' program is hitting our area this winter in the form of street banners and signage at Mineta San Jose International Airport. The banners and signs are coordinated to support the same design recognition themes and evoke the message that 'Milpitas is ready for business'. The program is a result of the City's Economic Development Strategy goal to improve the image of the City as a conveniently located, international city for businesses as well as a great place to live.

"The 'Welcome to Milpitas' program is a direct result of the City's collaborative spirit with its Economic Development Commission to promote our vision of a vibrant international city, full of educated, talented and diverse people and experiences,"
said Mayor Esteves.

Nearly 300 street light banners will showcase the Milpitas hills and picturesque location accompanying the slogans: 'Live & Work', 'Stop & Shop', 'Stay & Play', 'Meet & Greet'. The banners will be displayed at high-traffic entryways around Milpitas and represents the first of many promotions that will expose the new 'Welcome to Milpitas' theme. The banners will be on display for at the following locations starting in January 2007:

- Calaveras Blvd: Between Highways 880 and 680
- Dixon Landing & I-880 intersection
- North Milpitas Blvd at Dixon Landing Road
- South McCarthy Boulevard at Montague Expwy
- Capital Ave and Great Mall Parkway
- Main Street: Montague Expressway to Highway 237
- McCarthy Boulevard at Highway 237
- Jacklin Road at I-680
- South Park Victoria Drive at Landess Avenue

In addition, two signs will greet arriving passengers in both Terminals of Mineta San Jose International Airport. One will be in place at Terminal A on December 26th for at least three months and the other in place at Terminal C beginning on March 20th for at least another three months.

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